

Chamber Welcomes Del Amo Merchants

Members Turn Out To Hear Story of Shopping Center

The monthly breakfast meeting of the Torrance Chamber of Commerce was filled to capacity Tuesday morning as directors and members alike turned out to welcome seven new firms to the city's rapidly expanding business community.

The seven firms, six retail and specialty shops and one cafeteria, are all part of the growing Del Amo Shopping Center.

Members heard representatives of the firms, Leeds Shoes, Lerner Shops, J. C. Penney Company, Silverwood's, Wetherby-Kayser Shoes, F. W. Woolworth Company and Ontra Cafeteria, tell the combined story of the Center, considered one of the finest of the new retail developments in Southern California.

Shop representatives and managers were joined in extolling the virtues of the new Center by co-chairmen of the meeting, William Belding, general manager of Broadway Del Amo, and John G. Lowe, store manager of Sears Torrance, as well as Mayor Albert Isen and William Shawger, president of the Chamber of Commerce.

Mayor Isen concluded the meeting by pointing out that the Center was not only designed to cater to the discriminating shopper, but is making an outstanding contribution to the prestige and well-being of Torrance.



LERNER'S Mort Harris expresses the confidence his company has in Del Amo Shopping Center. "Our opening earlier in March was fabulous," he told the group in attendance.

Del Amo Shopping Center West Mall Now Open



Del Amo Estate Co's PATRICK O'MELVENY



PENNEY'S assistant manager, Jack L. Miller, subbing for manager Ken Doyle, is exuberant over successful store opening March 16. Bill Shawger, Chamber prexy, is to the left.



BROADWAY Del Amo chief William Belding tells Chamber guests of his delight over opening of West Mall. Torrance Mayor Albert Isen is seated at right.

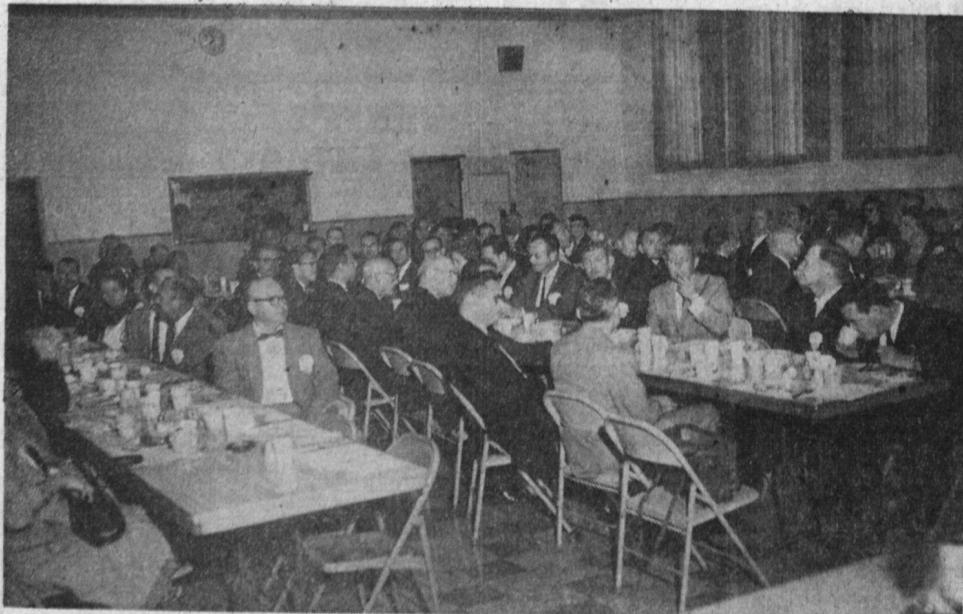


WOOLWORTH'S chief, Larry H. Roberts, explained to the multitude that his company opens new stores with rapidity. "The company made a wise selection when they chose to locate in Del Amo," he said.



KEYS TO THE CITY are presented to Del Amo West Mall merchants by Mayor Albert Isen. They are (left to right), Harris, Lerner's; Jack Corson, Wetherby-Kayser Shoes; Isen; Roberts, Woolworth's; Miller, J. C. Penney; and Fred Mc-

Connell of Ontra Cafeteria. Fred Kelt of Leeds and Doug Perry of Silverwoods, not in attendance, will receive their keys from Bill Belding of the Broadway.



BROAD VIEW of new and old Chamber of Commerce members, indulging in hot, tasty breakfast, awaiting start of ceremonies.



SEARS manager John G. Lowe, co-chairman of Chamber welcoming committee, tells the group that opening of Del Amo West Mall two weeks ago was huge success.